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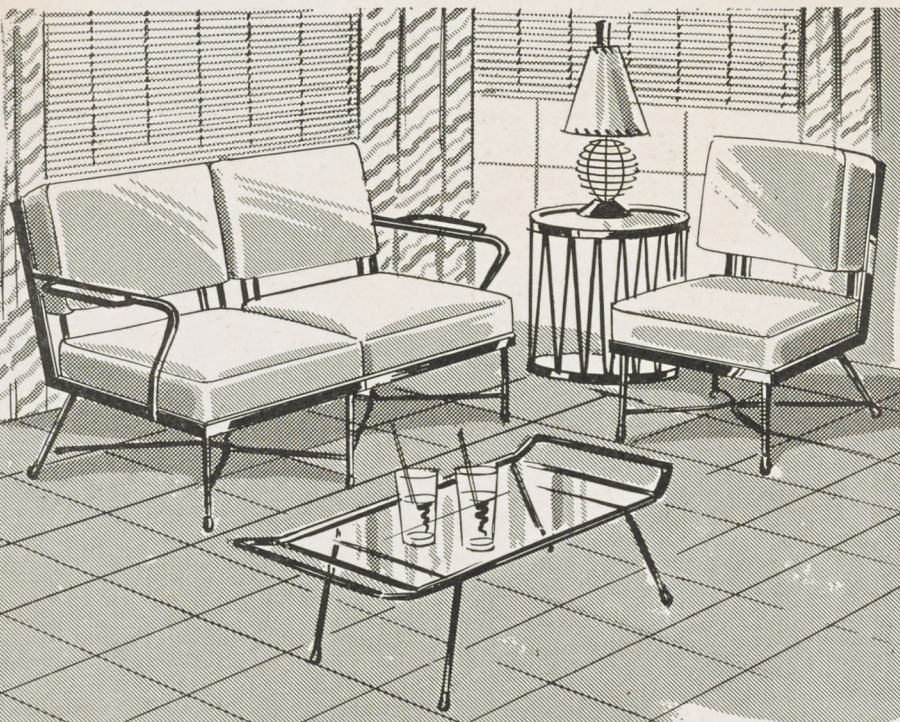
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RED RIVER EXHIBITION

JUNE 6 - 13, 1953



The Bay
DIAL 322

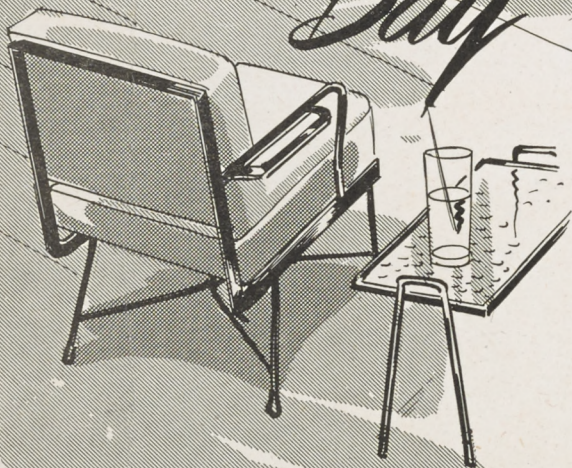


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The Red River Exhibition Association, and its supporting community service Groups, take pride in extending a hearty welcome to this, your second annual Red River Exhibition.

Here, for your inspiration, are the products of mine and forest, farm and factory, that are making your Province industrially and agriculturally great, and you and your families materially prosperous.

Here, for your pleasure, are Entertainment features from the continent over, to thrill the pulses and gladden the hearts of visitors young and old.

This is YOUR Exhibition — Enjoy It!

A handwritten signature in cursive script, appearing to read "J. H. Lewis".

President,

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THE KINSMEN CLUB OF WINNIPEG



The Kinsmen Club of Winnipeg was established in January, 1924, the third club in the Association. Every year since then has been marked by some outstanding event in the history of the Club. 1951 was no exception for it saw the inauguration of the Kinsmen Summer Fair—forerunner of the Red River Exhibition Association. 1951 too, saw the culmination of the Kin Cerebral Palsy Nursery, which after two trial years under the direction of the Club, was handed over as a going concern to the Society for Crippled Children of Manitoba.

The Service work of the club has always been devoted largely to children. Prior to the war, it was Boys' Work in various districts of the city, skating rinks, and organized sports. A Nursery School, the first of its kind in Western Canada, was maintained in the Children's Home and the club took part in the operation of Camp Manitou for Boys. With the war came the Kinsmen Air Cadet Squadron and the Kin Kanteen on the second floor of what is now Dayton's Store on Portage Avenue. Staffed exclusively by Kinsmen and Kinettes, and open every day, the Kanteen was "home" for thousands of soldiers, sailors, and airmen, and gave every club member an active role to play. In 1941, "Milk for Britain" became a national project, and from the start Winnipeg led the Association in raising funds. In four years some \$250,000 was realized through the efforts of Winnipeg Kinsmen and converted into milk for British Kiddies. "Peanut Day", "Tag Day", "Kin Karnival", "Hallowe'en Shell-out", "the Kin Kar Raffle", "The Deanna Durbin Model Home", country carnivals, radio shows, "Name Bands", and the famous "Kinsmen Hill Billies", all helped to pay for the service work we had undertaken.

Since the war the Club has again taken up Service Work for children—Camp Manitou for Boys, which is an active project, Old St. Andrews' Church Summer School and Workshop, and the Society for Retarded Children. The Kinsmen helped in a drive to raise funds for the building of a new Children's Hospital and in 1949 Kinsmen introduced the sale of Easter Seals for Crippled Children.

In years to come, as in every year since 1924, The Kinsmen Club of Winnipeg, will be active in fund raising, in community service, in Kinship and in every other endeavor for the benefit of the community and of those who live in it. To this end The Kinsmen Club of Winnipeg will support the Red River Exhibition Association to the best of its ability.

We extend to the Red River Exhibition Association our congratulations and our best wishes for its continuance and success.

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LIONS CLUB OF WINNIPEG

The International Association of Lions Clubs was organized in Chicago, Ill., in 1917. The world's largest and fastest growing Service Club, it now has over twelve thousand member Clubs in forty-three countries with a membership of 460,000 Lions.

The Lions Club of Winnipeg, sponsored by the Minneapolis Lions Club, was chartered in November, 1921, by International President, Ewen W. Cameron of Minneapolis.

After several years of miscellaneous community service work, the club adopted as its major objective, care for the blind. Funds raised were spent for the purchase of machinery installed in the factory of the Canadian National Institute for the Blind where many blind persons are employed and self supporting.

The tourist reception Center at Emerson, Manitoba, now operated by the T. Eaton Co. Ltd. was originated and built by members of the Lions Club of Winnipeg.

In the early thirties the Club embarked on a program of assistance to underprivileged children. The members built, and operated for several years, a camp at Whitemouth, Man.

The Canadian National Institute for the Blind made a request to the Club in 1938 to provide accommodation for elderly blind people living in poverty without proper care. The Club purchased, renovated and furnished a large private residence on Cumberland Ave., where fourteen persons were housed. Operating costs were paid by the Club until 1947.

The residence was filled to capacity within one month and by 1944 there were so many more blind people needing housing and care, that larger quarters were essential. It was estimated that \$80,000.00 would be required and the Club launched a fund raising campaign and realized their objective. Rapidly rising construction costs outstripped ability to raise funds until 1948, when construction was started of a new building on Portage Ave. This was completed and opened in 1949 at a cost of one quarter million dollars. The Lions Club of Winnipeg has raised the money by public subscription, government grants, tag days and sponsoring entertainment programs, to defray the entire cost with the exception of a small balance being reduced yearly.

This building was of ultra modern construction and the first large building in Western Canada to be equipped with radiant heat. Hot water pipes embedded in floors and ceilings eliminate draughts, protruding radiators and provide even temperatures at large financial savings over conventional heating.

For many years the Club has provided alley bowling for the blind, who now compete annually throughout Canada and also with blind bowlers from Minneapolis.

Part of the blind welfare project is the furnishing of transportation, when members take blind people for Sunday car rides, and to and from their picnics and social functions. The Christmas tree and party for blind children is an annual event.

The Club has assisted materially in the equipping and operating of Camp Manitou for boys.

An Air Cadet Squadron has been sponsored for a number of years and has reached a high state of efficiency.

Individual welfare and community service projects have been undertaken, such as the supplying of wheel chairs, radios, medical services and the purchase of specialized equipment to hospitals. Members have provided organized assistance in Community Chest, Red Cross and other appeals.

The Winnipeg Club, in order to increase the ability for community service has sponsored the organization of seven other Lions Clubs in Manitoba and one in Kenora, Ontario, all of which successfully carried on the Lions tradition of service in their respective communities.



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Dedicated to the Service of Humanity

B'nai B'rith, founded in 1843 is the oldest and largest Jewish Service group in the world. Besides lodges for men, it consists of women's chapters and the B'nai B'rith Youth Organization for young people between the ages of 12 and 21. Its 400,000 membership embraces people from all walks of life and from all economical and social positions. In many respects it is the representative voice of the Jewish people.

Its members are dedicated to the service of humanity, more specifically defined in its Constitution as Benevolence, Brotherly-love and Harmony. Supporting the cause of democracy, pleading the case of the oppressed everywhere, and mobilizing public sentiment have been a foremost part of the service rendered to humanity and the Jewish people by B'nai B'rith from its very inception.

B'nai B'rith's numerical strength is in the U.S.A., and since the United States is the strongest advocate of democracy amongst world nations, B'nai B'rith has made itself heard and recognized by Washington and the United Nations on behalf not only of the Jewish people but of minority groups everywhere in the world.

During the last war B'nai B'rith gifts to the Red Cross Society amounted to \$250,000 in addition to the direct work done for Red Cross by individual lodges throughout Canada and the United States.

Veterans in hospitals and men and women in service well know the scope of the B'nai B'rith war service program in camps and hospitals, extended without regard to race, creed or colour. Today B'nai B'rith continues its work for veterans, and it is proud of the work its members are doing for veterans at the local military hospital.

The Anti-Defamation League of B'nai B'rith whilst originally formed to specifically fight anti-semitism today concerns itself with all ramifications of democracy and the problems of all minority groups regardless of their race, colour or creed.

The Hillel Foundation, one of B'nai B'rith's most important projects, maintains student centres at 183 universities in Canada and the United States, including one at the University of Manitoba. The Foundations have as their common purpose the training of Jewish leaders and the bringing together of students from all faiths for a better common understanding.

B'nai B'rith's program of benevolence in alleviating the wants of the poor and needy is well known. It maintains orphanages, the National Jewish Hospital and is proud of its Leo N. Levi Memorial Hospital in the United States. Since 1914 this hospital has treated over 200,000 men, women, and children suffering from arthritis and kidney diseases. Patients come from all over the United States and Canada for care regardless of race or colour.

In Manitoba B'nai B'rith actively supports the Red Cross Society, the Community Chest, the Salvation Army, and any other organization requiring service of a kind that B'nai B'rith is able to give. In Winnipeg there are 3 men's lodges, 2 women's chapters, the Hillel House, and 7 B'nai B'rith youth organization units, a brotherhood activated in veteran's work, the B'nai B'rith summer camp, aid to Israel, and any other activity in keeping with its dedication of service to humanity.

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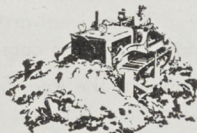
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BENEVOLENT, PROTECTIVE ORDER OF ELKS



The Benevolent and Protective Order of Elks, Winnipeg Lodge No. 10, was instituted at a meeting held in the Fort Garry Hotel on June 28th, 1921, with a membership of sixty. Since then the lodge used several halls for meetings until 1950 when we moved to our present home at 212 Colony St.

One of the first objects of the Lodge was supporting the Save the Children Fund which is carried out by way of collection boxes placed in the stores, etc. Members and their wives assist in the yearly Tag Day for this fund.

Our Flag Day Picnic is held every summer and children from St. Joseph's Vocational School, Jewish Child and Family Service, Children's Aid Society of Eastern Manitoba, Children's Aid Receiving Home, Children's Home of Winnipeg, Knowles School for Boys and St. Agnes School are invited. Special buses are chartered to transport the children to and from the picnic site. There they compete for several trophies which they keep for the year.

The Lodge has equipped four "Tot Lots", (Junior Playgrounds) with swings, climbing bars, slides and sand boxes which have been turned over to the Winnipeg Parks Board. These are situated, in Point Douglas; Pacific Ave. near Sherbrook; Brandon Ave., and Church Ave. at Sinclair Street. Proceeds from our Golf-a-Car and Elk's Tag Day are used for these projects. Plans are being formulated to provide funds for additional tot-lots.

Our latest project undertaken is the Child Therapy Ward in the Children's Hospital. The Lodge pays staff and maintenance costs. Statistics proved that a child's confinement in hospital has been reduced from 12 to 6½ days since this ward was established.

Books and magazines for the veterans in Deer Lodge Hospital are forwarded by regular subscriptions by the Lodge. Members also donate books, magazines and playing cards regularly to the hospital.

The Lodge also assists families in distress referred to them by the Children's Aid Society.

Enquire about

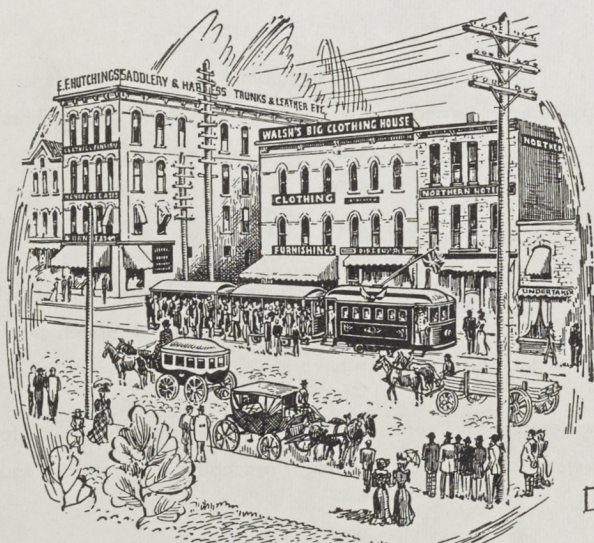
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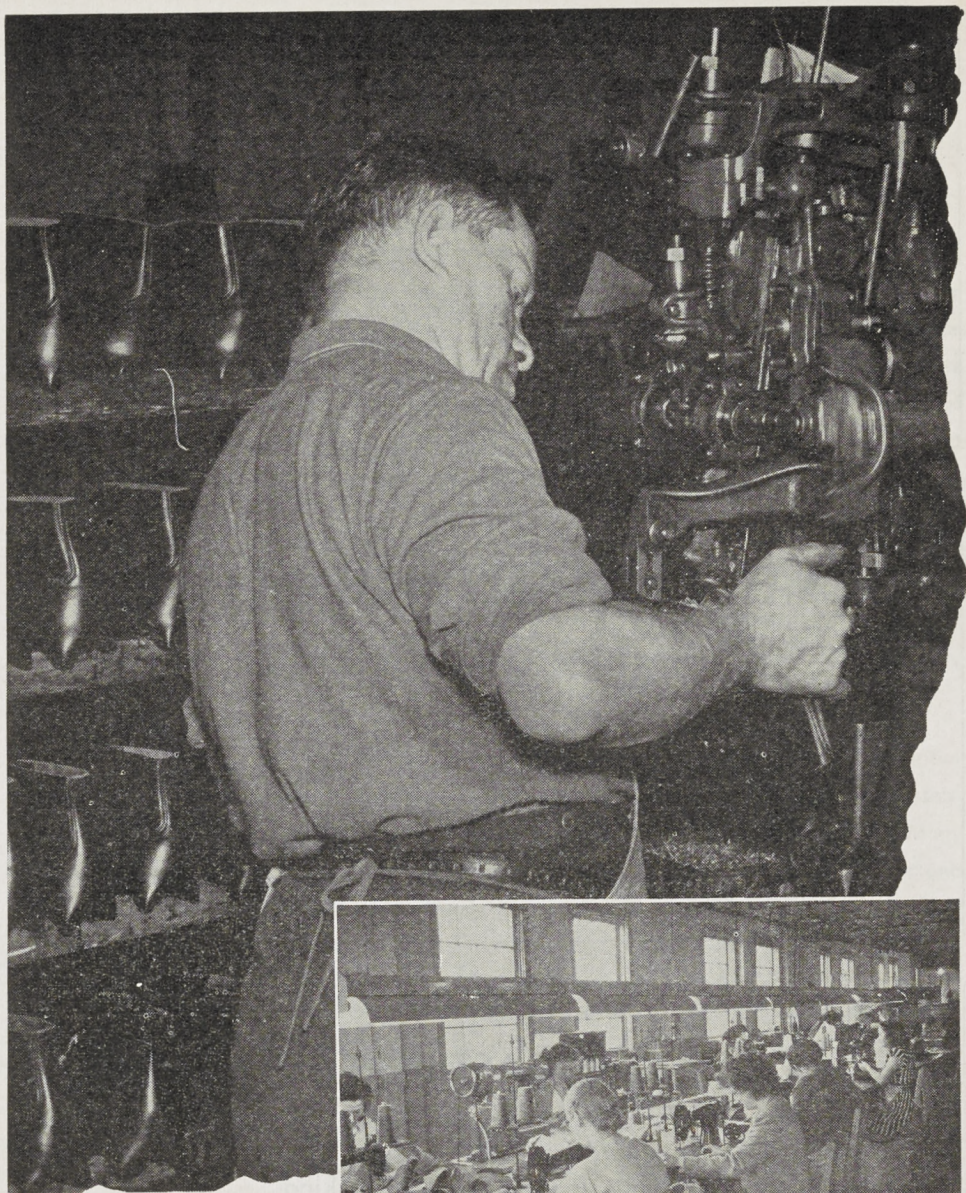
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THE KINSMEN CLUB OF ST. BONIFACE NORWOOD - ST. VITAL



The Kinsmen Club of St. Boniface-Norwood-St.Vital was chartered just eight years ago on June 6, 1946. Since that time over one hundred young business and professional men resident in the area have through that Club enjoyed its concept of Service through Fellowship, and the aim of Kin that a spirit of Co-operation, tolerance, understanding and equality between all nations and peoples be fostered and stimulated toward this goal.

The Kinsmen of St. Boniface-Norwood-St. Vital have sponsored many Service projects of a local nature such as Fun Fairs, Industrial Show, Annual Sale of Christmas Trees, Annual Variety Stage Shows, A Circus, and other lesser fund raising projects. These in addition to such well known National endeavours as Milk for Britain, during the War years, and the Easter Seals program.

The proceeds of such projects have been used principally in children's work. Substantial assistance has been given to the Community Clubs of the area. Two Tot-Lots have been established and completely equipped. General Proficiency school awards are made each year. Many other community endeavours such as Flood Relief, Hospital Building, Community Chest and Boy Scouts are being assisted. Probably the most rewarding of our welfare work has been that done with crippled children and the Society for Crippled Children in Manitoba.

We are now very pleased to assist, through the Red River Exhibition Association, in the establishment of an annual Industrial and Agricultural Fair located in Greater Winnipeg. This has long been an embarrassing deficiency in our Social and Economic life, but with local Service Clubs and Organizations now interested must succeed.

O. L. Olson,
President.

Our best wishes for a Successful Exhibition

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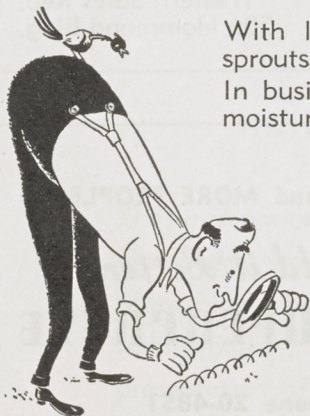
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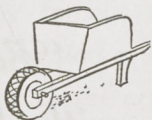


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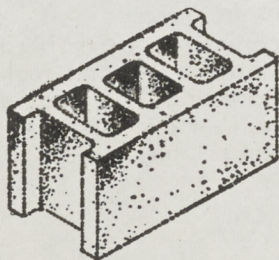
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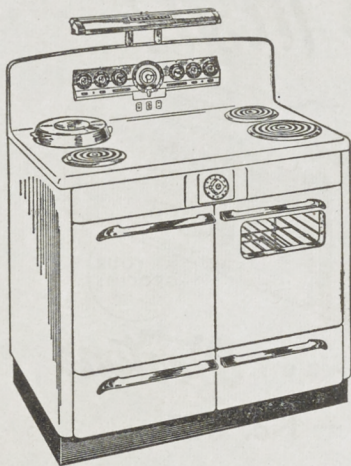
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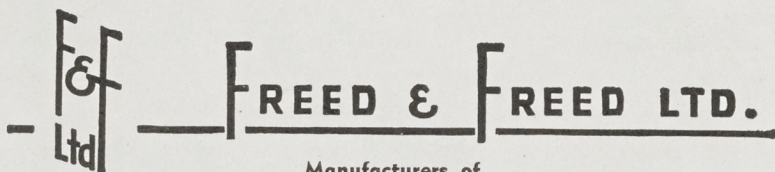


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BETTY AND BENNY FOX



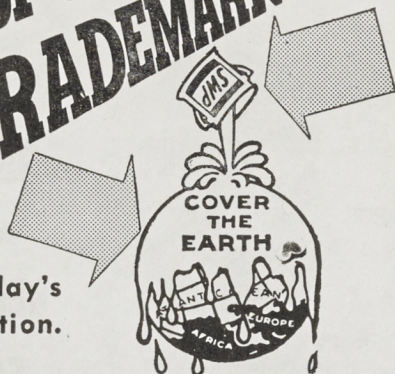
For our first Red River Exhibition last year we were most fortunate to have Betty and Benny Fox, sky dancers, as our high sensational free act. Betty and Benny's Dance of Death, twice a day during the exhibition was terrific, but what really shocked the populace was the death-defying stunts on top of a downtown hotel and Benny going up to shake the hand of the Golden Boy on top of the Parliament Buildings.

This year Betty and Benny are back with us presenting the most unusual show ever produced in Hollywood . . . Stan. Kramer and Company with their Musical Marionettes.

Betty and Benny are so impressed with the efforts of Manitoba service clubs and other organizations in their determination to have a first class exhibition that they have worked tirelessly, without thought of financial remuneration, to publicize this year's Red River Exhibition. Why is it, that we are so fortunate to have these two wonderful people come thousands of miles to give us a helping hand? It is a question for which we have no answer, but the publicity they bring to the Red River Exhibition with their death-defying stunts is one of the most important contributions to the success of the show. We sincerely and most gratefully thank Betty and Benny Fox, sky dancers.

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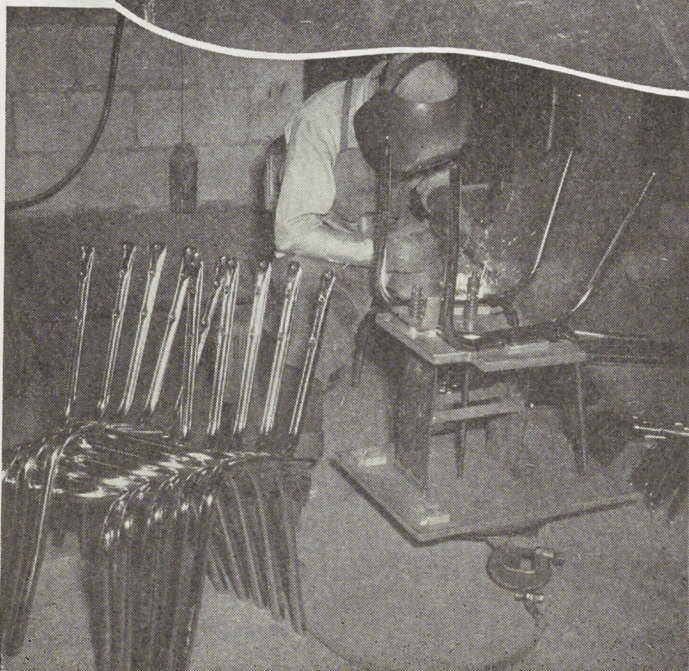
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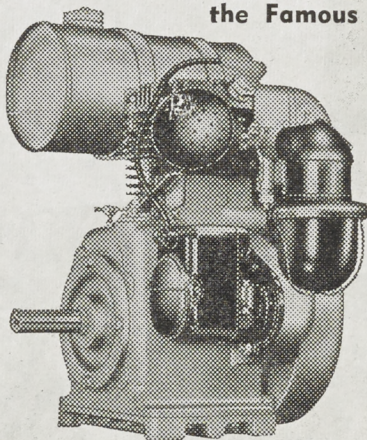
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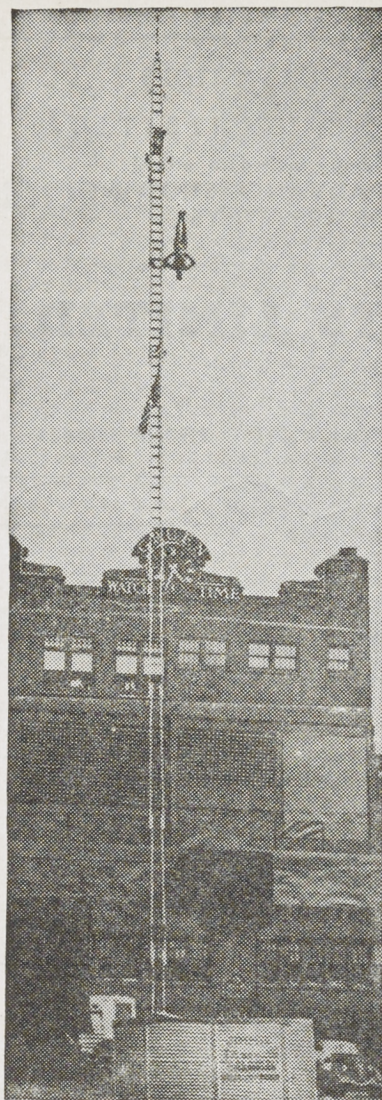
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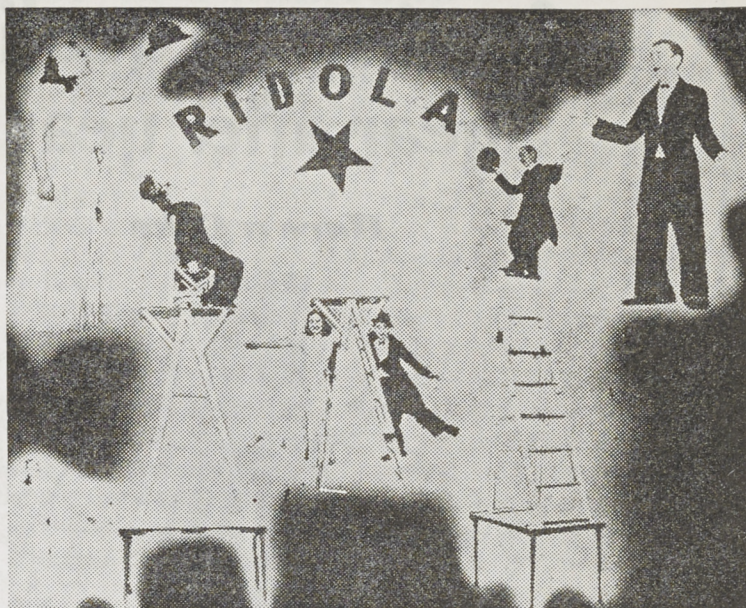
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Lowe's Accordion School	3- 4
Aristocrat Cookware	5
Kinsmen Concession Booth	6
Manitoba Co-Op Wholesale, Ltd.	8
Zol Mark Industries	7
City of Winnipeg Hydro Electric System	9
Manitoba Sugar	10
Canadian National Institute For The Blind	11-12
Canadian Poultry Sales, Ltd.	13
United Grain Growers, Ltd.	15-16
Singer Sewing Machine Co.	17
Keystone Supply Co. Ltd.	18-24-30
T. Eaton Co. Ltd	19-20-25-26-31-32
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Fraser Electric	22
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Weston Bakeries Ltd.	38
Weldon's Ltd.	39-40
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Charm Apparel	43
Food Savers Ltd.	44-45
Kinsmen Concession Booth	46
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GRANITE RINK

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Community Chest of Greater Winnipeg	50
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National Radex Ltd.	84
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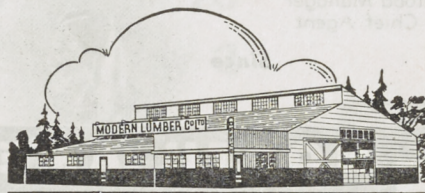
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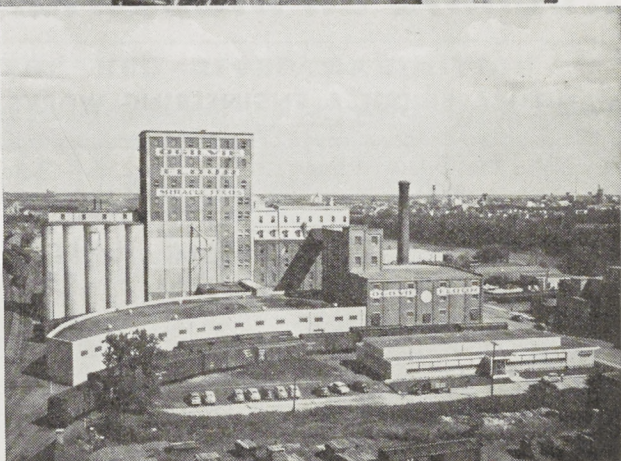
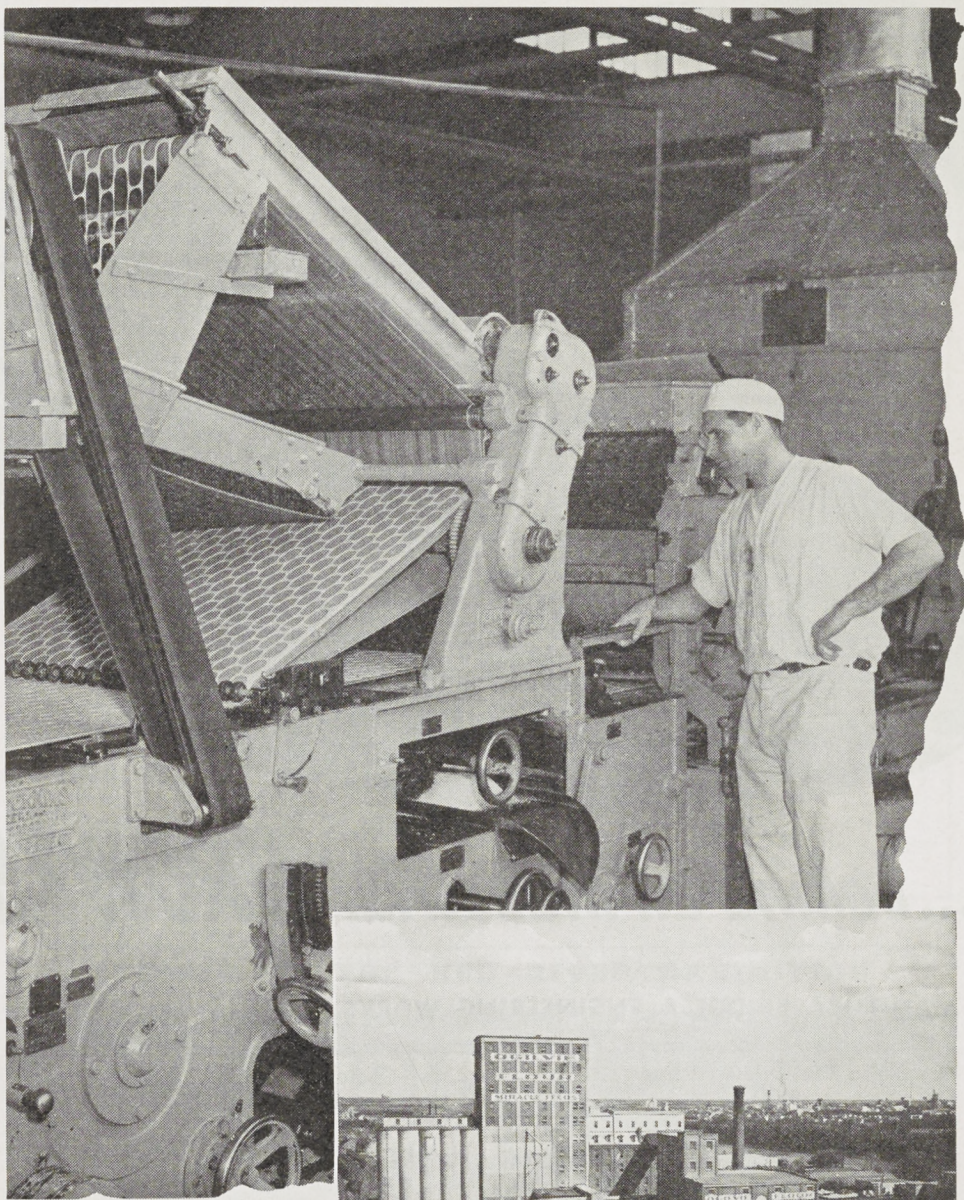
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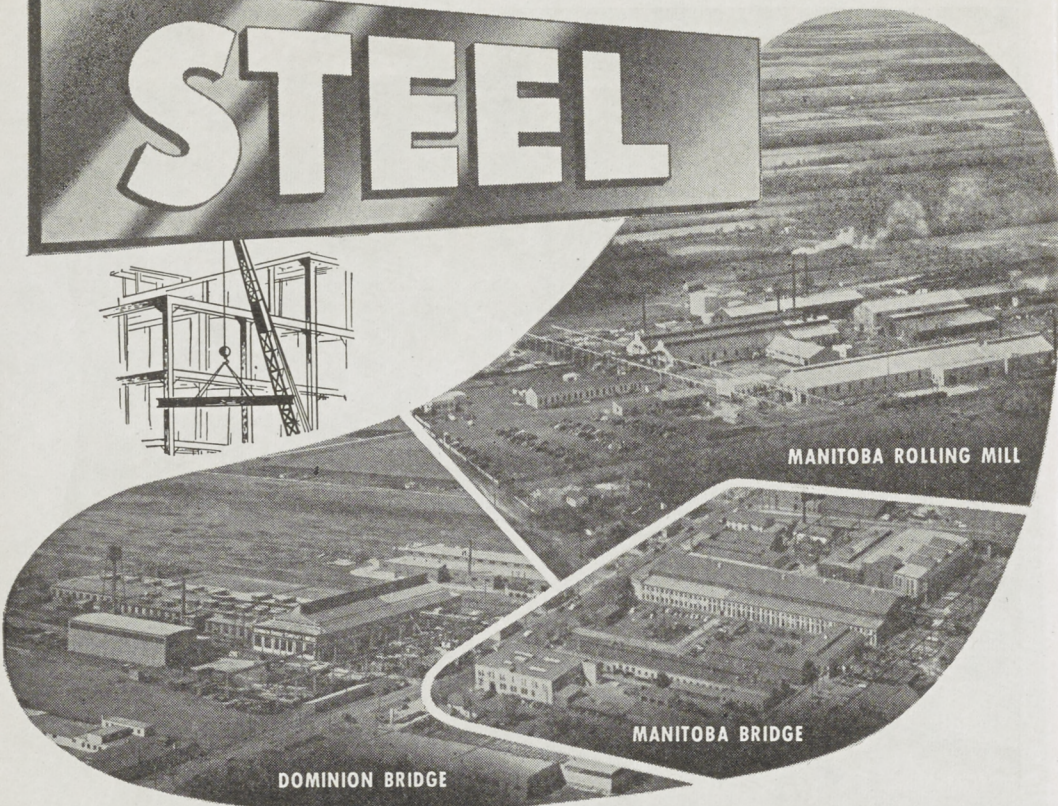
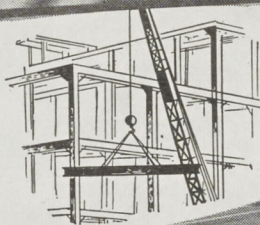
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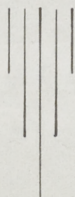


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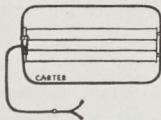
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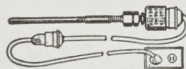
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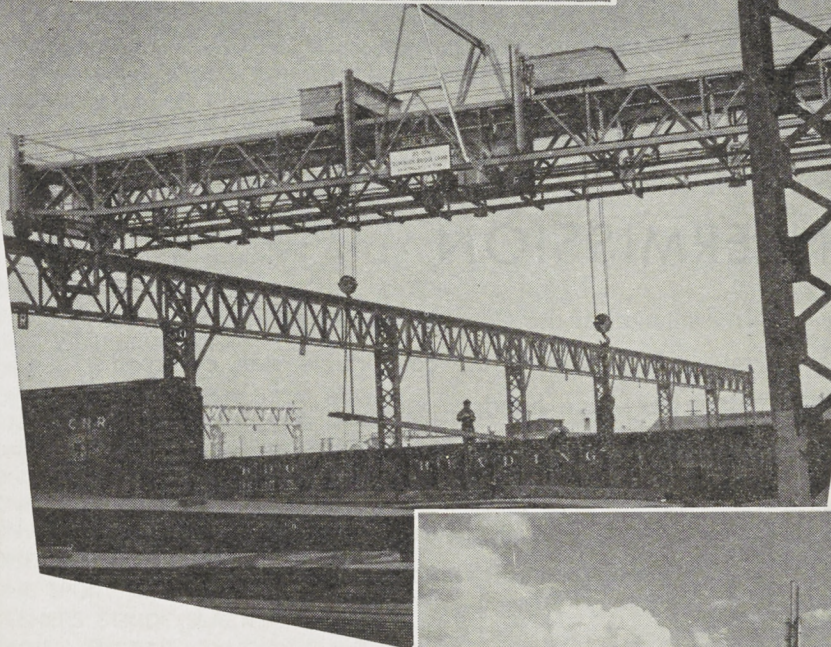
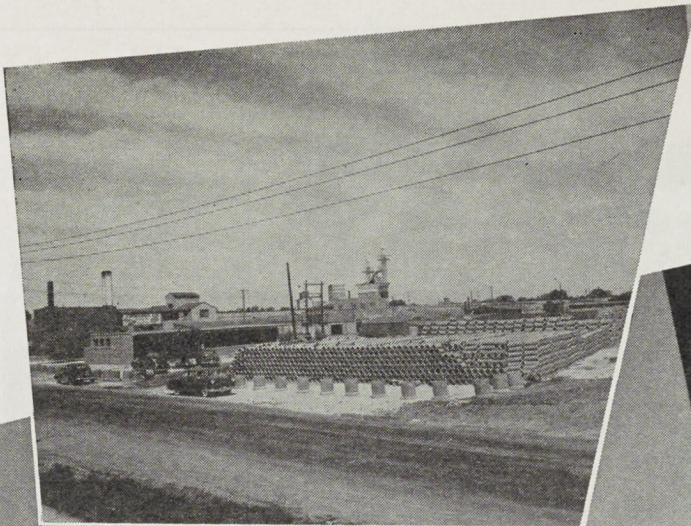
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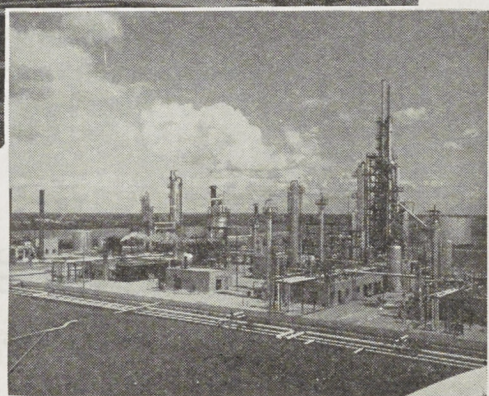
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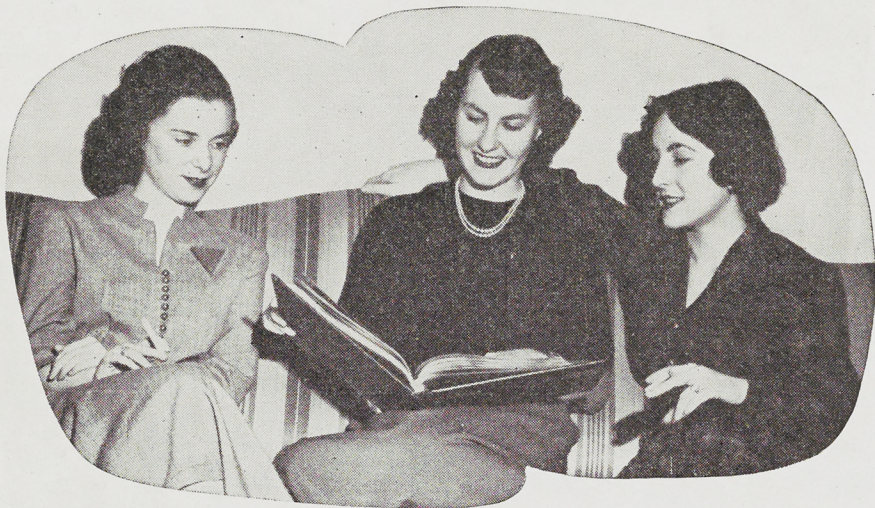
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HEAD OFFICE - WINNIPEG, CANADA

RED RIVER EXHIBITION ASSOCIATION

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Operated by the LIONS CLUB OF WINNIPEG, offices 406 Donalds Block. On Saturday, June 13th, at 7 P.M. a Prize Draw will be made for the Prizes listed below. A LUCKY NUMBER appears on the back inside cover of each Guide Book. It is not necessary for the various winners to be present at the Draw. The Lucky numbers will be published in the Winnipeg FREE PRESS and the Winnipeg TRIBUNE on Wednesday, June 17th. Anyone having a lucky number GUIDE BOOK will receive their prize or authorized letter on presenting their GUIDE BOOK at the Lions Club of Winnipeg office, 406 Donalds Block up to and including June 29th, 1953.

The Lions Club of Winnipeg and the Red River Exhibition Association, wish to acknowledge with thanks the kind assistance of the firms, associations and individuals who have donated these outstanding prizes.

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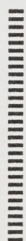
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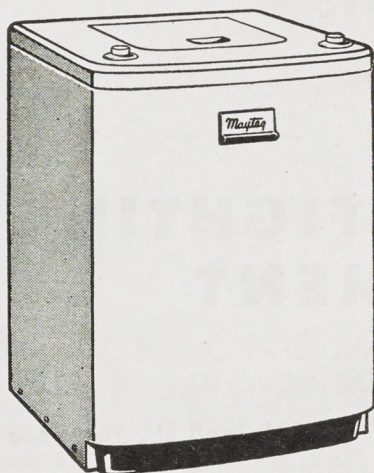
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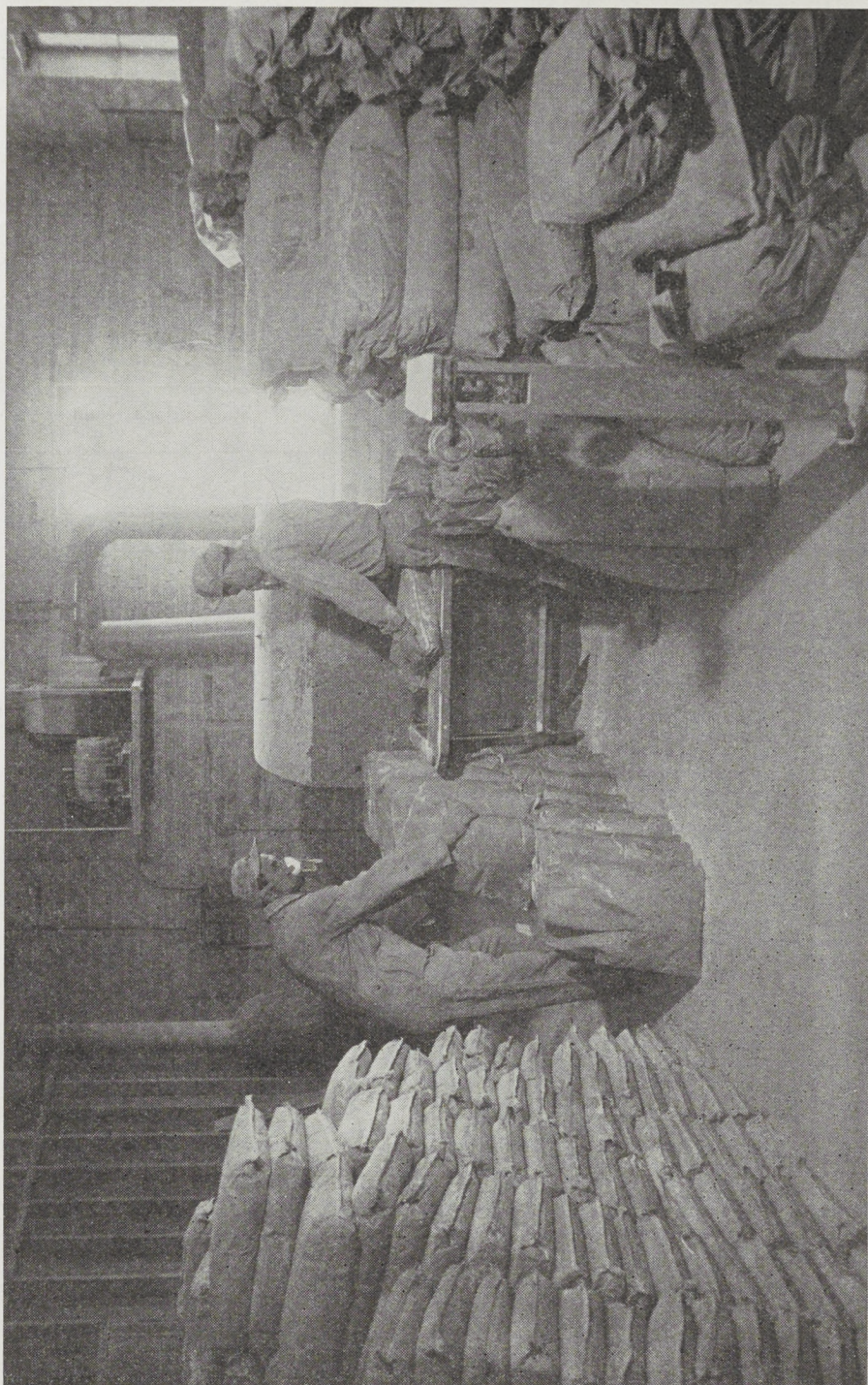
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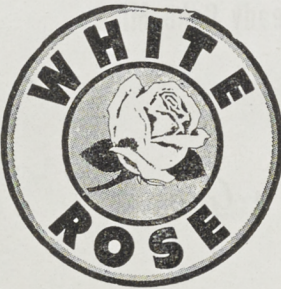
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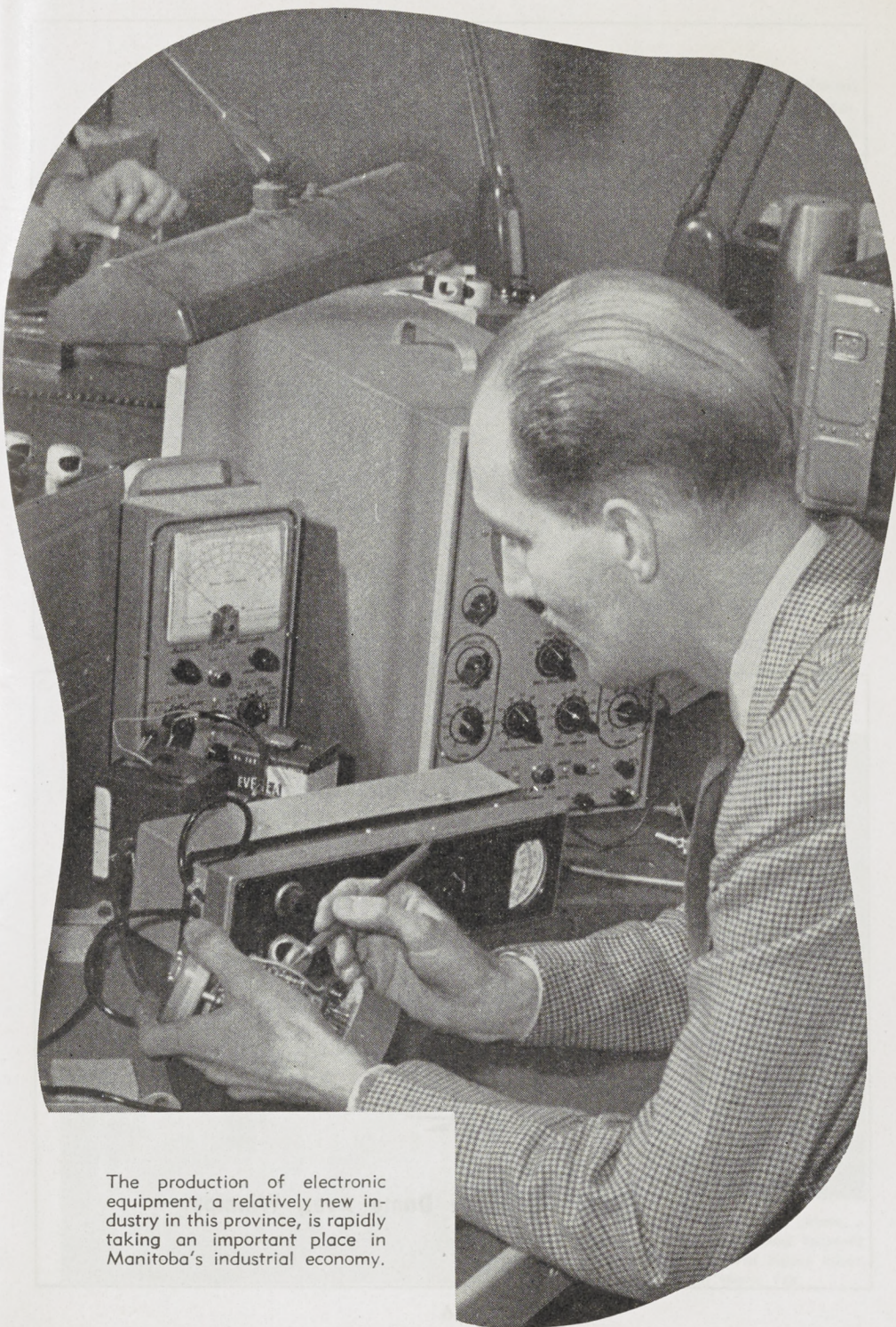
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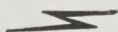
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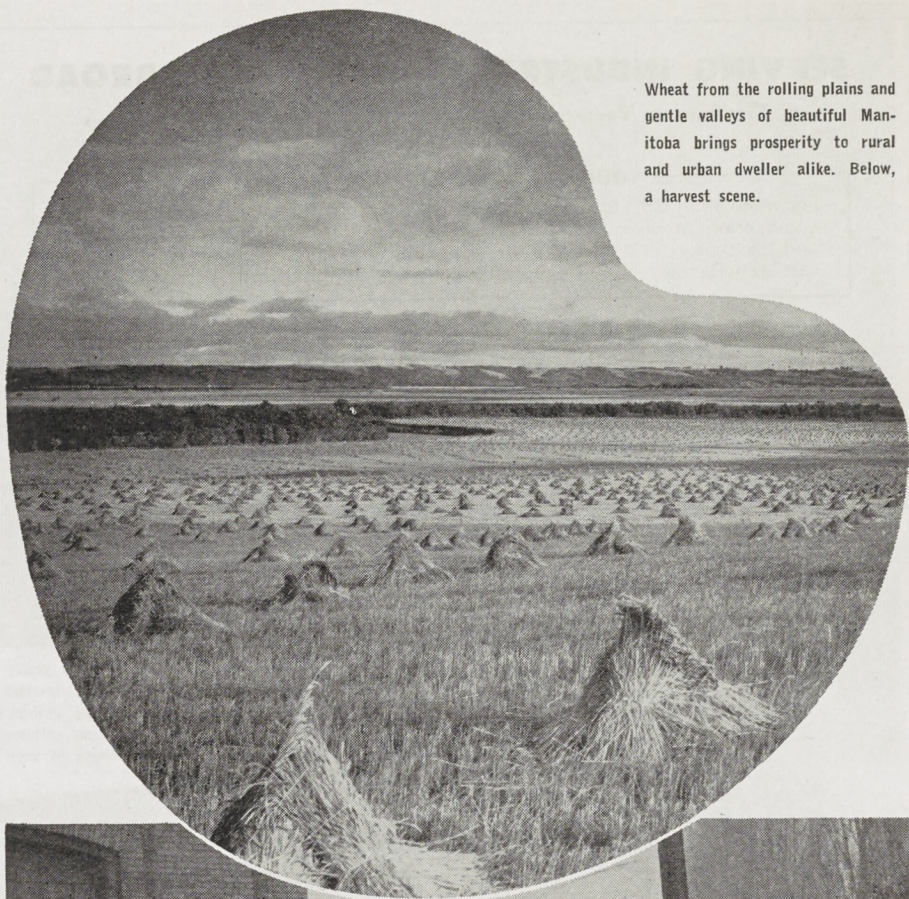
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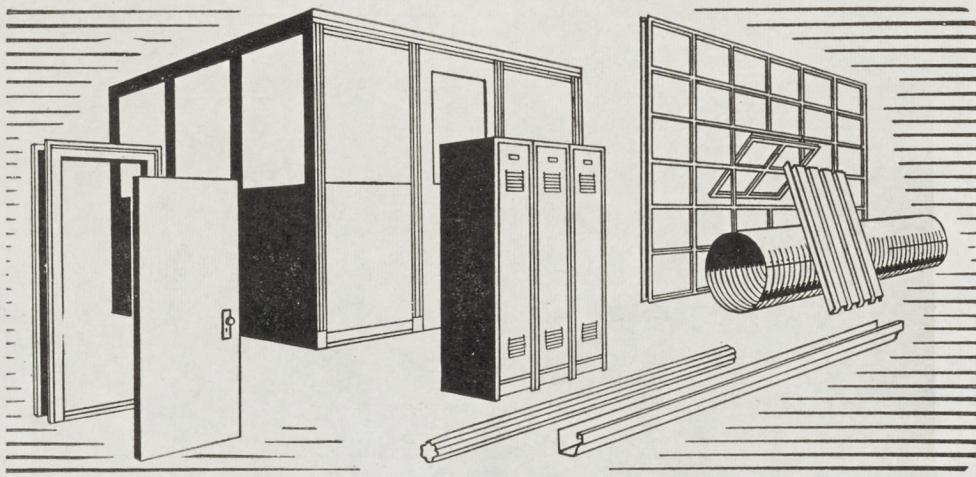
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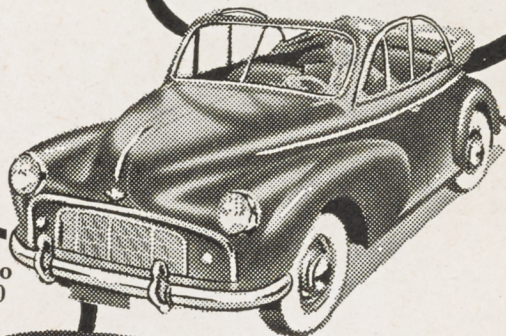
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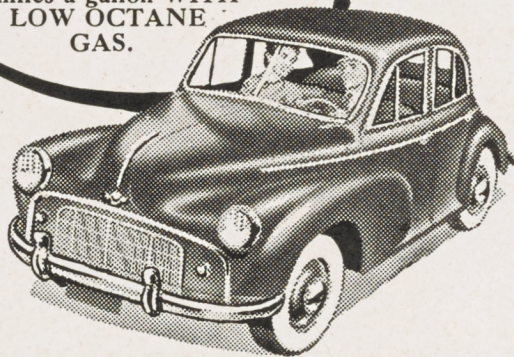
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